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Cloud is the major growth engine

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On technology trends

Some key technological trends seen this year were Software-Defined Datacenter (SDDC) including the Software-Defined Networks (SDN). For the new datacenters, the fabric approach is being created for networking where all the services are connected.

The next emerging trend is storage as a service and the technology behind it for which we are witnessing significant traction. We see cloud as a major growth engine and have enhanced it through offerings such as platform as a service and database as a service for which we are seeing great demand. One would also bet on technologies like storage virtualization and quality of service (QoS).

On changing dynamics

We have seen that customers are getting more outcome-driven. A lot of negotiations now take place around SLAs, pay as you use model, on demand services and the terms of engagement. Earlier a CIO alone was enough to take decisions but now times have changed and even the CXOs are contributing to making technology related decisions for businesses.

On growth verticals

Netmagic's growth verticals are primarily e-commerce and media and entertainment, closely followed by the BFSI vertical. The new verticals we tapped in the last two years would include manufacturing (especially for SAP HANA deployments) and pharmaceuticals.

On pricing trends

There is price pressure on products and solutions, since customers have become cost conscious. They are now looking at services which include consolidation, migrations, etc to optimize their costs. We, look at this as an opportunity to provide innovative services, especially on the cloud front.

Tips for buyers

To begin with, the ICT buyers can optimize their cost by buying only what they need. Second, they should optimize the utilization of their current infrastructure to the fullest. Customers should look at the investments from an outcome perspective over a cost perspective. Lastly, it is important to evaluate the managed service capabilities of the service provider which will determine the uptime and the quality of service to your business team.

On the impact of SMAC

We have seen the traction in the mobile, analytics and cloud area. For us, cloud is our fastest growing service which includes both public and private cloud. We have received a lot of service demand from mobile VAS players as well as enterprises who have deployed mobile applications. Analytics is yet to gain traction. 🌐

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